

ABSTRAK

Perusahaan harus mempertahankan nilai perusahaannya untuk mencapai keuntungan yang maksimal guna meningkatkan kesejahteraan para pemegang saham. Penelitian ini bertujuan untuk menguji pengaruh ukuran perusahaan, profitabilitas dan likuiditas terhadap nilai perusahaan yang diproksikan dengan Logaritma Total Aset, *Return on Assets*, *Current Ratio* dan *Price Book Value*.

Populasi dalam penelitian ini yaitu perusahaan perkebunan yang terdaftar di Bursa Efek Indonesia periode 2014-2017. Teknik pengambilan sampel menggunakan metode *purposive sampling* yaitu metode pengambilan sampel berdasarkan kriteria tertentu, sehingga diperoleh sampel sebanyak 12 perusahaan. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu SPSS (*Statistic Product and Service Solutions*) versi 20.

Berdasarkan pengujian dengan menggunakan uji hipotesis menunjukkan bahwa ukuran perusahaan berpengaruh tidak signifikan terhadap nilai perusahaan. Sedangkan profitabilitas dan likuiditas berpengaruh signifikan terhadap nilai perusahaan pada industri perkebunan yang terdaftar di Bursa Efek Indonesia periode 2014-2017.

Kata kunci: Ukuran Perusahaan, Profitabilitas, Likuiditas dan Nilai Perusahaan



ABSTRACT

Companies need to maintain the firm value in achieving maximum profits in order to improve the shareholders welfare. This research aimed to examine the effect of firm size, profitability and liquidity on the firm value which was referred to the Logarithm of Total Assets, Return on Assets, Current Ratio and Price Book Value. The population was plantation companies listed on the Indonesia Stock Exchange 2014-2017. While, the sampling collection technique used purposive sampling in which the collection sample was based on criteria given. Moreover, there were 12 companies as sample. In addition, the data analysis technique used multiple linier regression analysis with SPSS (Statistic Product and Service Solutions) version 20. Based on the hypothesis test, it concluded the firm size has insignificant effect on the company value. Moreover, the profitability and liquidity had significant effect on the company value in the plantation industry which were listed on the Indonesian Stock Exchange 2014-2017.

Keywords: *Company Size, Profitability, Liquidity and Firm Value.*



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